FOR YOUR INFORMATION

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TO: Distribution

SUBJECT: '98 Van Planning Meeting Recap

This is a quick recap of the points we covered at yesterday's meeting:

Meetings
We will start having weekly update meetings on Monday's from 4:00 - 5:00 in 12B.
Denise will arrange a time and place to meet w/o 9/2.

POS - the pieces from '97 will be reprinted as they currently exist. The only changes will be to change any '97 dates to '98, recheck any T&N changes, and reshoot any pieces which include the actual incentive items.
- POS #'S AND QUANTITIES NEED TO BE ASSIGNED FOR ALL PIECES

FIELD MATERIALS
• **Sell In Kit** - we will begin printing/approval of this first since it needs to be in the field as close to 10/2 as possible.
- Denise is checking with legal to decide whether comps can be used for the photos in this piece since it is not a consumer communication.

Kit contains 6 pages:
- The Program - suggest changing "we will send" to "you will receive"
- The Calendar - needs to be changed to reflect new dates
  - also change "we will send" to "you will receive"
- The Advance POS - Can remain the same
- Van Day POS - Menu Card illustrated on this page is different from actual card
- How It Works - need to decide whether showing Kiosk or Tent
- The Consumer Offer - need to reshoot items for this page

• **Advance Point-of Sale**
- Multi-Purpose Card
- 2-Sided Decal
- Dangler
- Poster
- 2-sided Laminated Card

VAN MATERIALS
- Large Banner 9' x 3'
- Proof of Purchase Tear Pad
- Retailer Lenticular Button
- Gear/Price Menu Card (laminated)
- Gear Menu Cards (laminated)
  - Key Chain
  - 4 in 1 screwdriver
  - ashtray
  - cap
  - wallet
  - cooler bag
  - long sleeve T
  - 24" duffle
  - Swiss Army Knife
  - Mini Mag Light
- Limit One Per Customer Card (laminated)

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Source: https://www.industrydocuments.ucsf.edu/docs/xhhn0004

NEW PRINTED PIECES
- Rule Board (laminated?)
- Need to Purchase at this site today only...(perhaps incorporate into "Limit One" laminated card which was printed last year.

INCENTIVES:

For Purchases:
- 2 Pack = Lizard Lip Key Chain OR 4 in one Screwdriver
- 3 Pack = Ashtray OR Cap
- 5 Pack = Leather Wallet OR Cooler Bag
- 1 Ctn = Long Sleeved T OR 24" Duffle Bag
- 2 Ctn = Swiss Army Knife OR Mini Mag Light

For Filling Out Name Gen Card
- Lighter

For Retailer ?
- One suggestion was to possibly use leftover van inventory for this

Uniform for SPR's:
- Looking for light jacket for Southern tier - heavier jacket for more Northern regions
- T-Shirt ?

KIOSKS
- Inventory kiosks in field to determine replacement parts needed
- Tent - looking at this as second option

MARKETS - Currently looking at the following 16 Markets.

• Florida	• Texas	• California	• New Orleans
- Miami	- Houston	- San Francisco	• Seattle
- Orlando *	- Waco *	- Los Angeles	• Portland
- Tampa *	- San Antonio *	- San Diego	• Las Vegas *
- Pensacola *			• Phoenix
			• Hawaii *

* New Markets

- Need to finalize market selection asap. Also considering Dallas, Midland and Lake Charles.

VANS
- Currently looking at using 150 vans in Wave I
- Do not need to be repainted or have decals removed at this point.
- Once markets are finalized, we can determine what vans need to be moved and research whether new plates / insurance is required.
- Donna researching cost / means / timing to get 1-2 vans to Hawaii.

TRAINING VIDEO
- Scheduling this asap for '98 training sessions.
- Will need to get incentive samples for shoot

Distribution:

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